



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 11/04 thru 11/10.

(prices in dollars per carton)

Fri. Nov 04, 2005

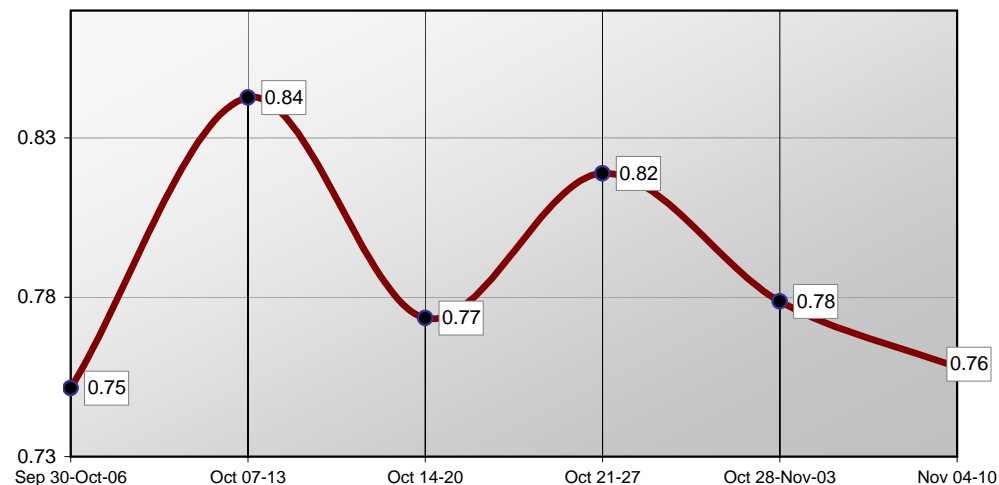
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		27.9% of 16,700 stores				19.1% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	20	1.00	80	0.60			160	0.85
	White 18 pack			700	1.07			170	1.41
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	60	1.00	980	0.77	100	0.95	430	0.73
SPECIALTY	White 18 pack			940	1.19			150	0.99
	Brown 12 pack	60	2.50	610	1.31	200	2.00	200	2.00
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			90	3.17			480	3.05
	OMEGA-3								
CAGE-FREE	White 12 pack	470	1.59	1,990	1.68			640	1.98
	Brown 12 pack	560	1.99	680	2.08			190	2.56
	White 12 pack								
	Brown 12 pack			1,170	2.19			670	2.93
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,450		1,410		Large Eggs on	
Specialty Shell Eggs				4,960		1,980		Oct-31-2005	
Total (including Medium)				8,770		3,440		512.3	
Special Rate 4/:				1.2%		10.0%		up 12%	

5/: Inventory in thousands of 30-dozen cases.

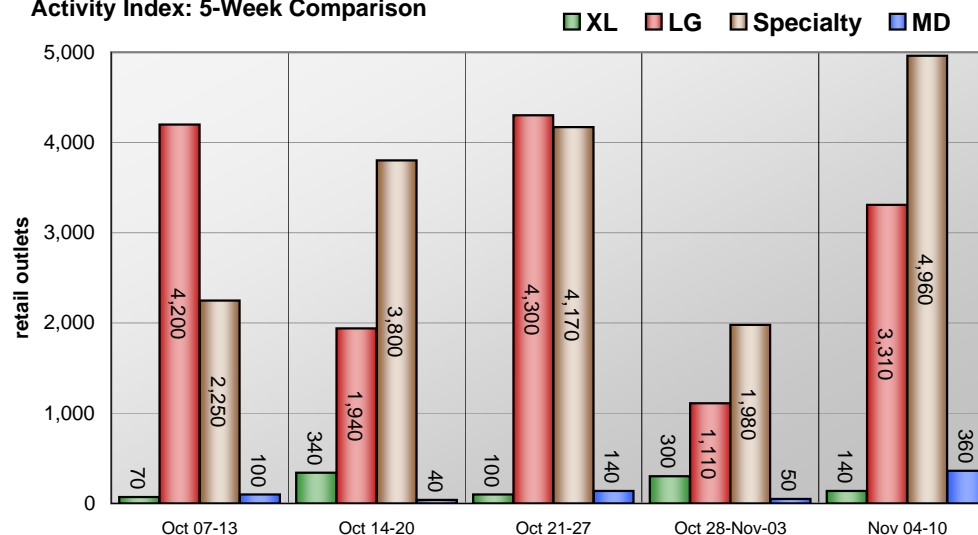
Shell Egg Featuring - 11/04 thru 11/10

Feature activity is up sharply this week for both regular and specialty eggs with sampled outlets featuring shell eggs of some type nearly 10 percent more often than last week. Advertised price levels are mixed but mostly lower on average than last week - lead by Grade AA white eggs in 18 packs. White shelled Omega-3 eggs are being actively featured across much of the country followed closely by cage-free brown eggs which are limited primarily to Northeast markets. Many stores have begun to promote holiday baking, often devoting full pages to baking-related items. The onset of the Thanksgiving baking period may stimulate increased shell egg feature activity.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		53.3% of 3,800 sampled outlets Activity Index = 4,230 (includes Medium)						8.6% of 5,000 sampled outlets Activity Index = 1,030 (includes Medium)						45.4% of 2,400 sampled outlets Activity Index = 1,640 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.85	10	0.85										0.58	10	0.58
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			0.37 20 0.37		
USDA GRADE A	White 12 pack				0.59 - 0.99	740	0.79	1.00	40	1.00	0.79 - 1.00	110	0.87				0.50	90	0.50
	White 18 pack				0.99 - 1.99	660	1.35										0.77 - 0.99	240	0.82
	Brown 12 pack	2.50	60	2.50	0.79 - 2.50	510	1.33				0.79 - 1.99	100	1.17						
MEDIUM		White 12 pack			0.33	40	0.33	White 12 pack			0.50 - 0.72	180	0.66	White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50	50	2.50										4.00	40	4.00
	OMEGA-3																		
	White 12 pack				1.88 - 2.50	390	2.03	1.67	10	1.67	1.50 - 1.79	310	1.57	1.67	240	1.67	1.50 - 1.69	800	1.62
	Brown 12 pack	1.99	490	1.99	1.99 - 2.50	540	2.04	1.99	70	1.99	1.99 - 2.49	140	2.26						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.50	740	2.02				1.99	70	1.99				3.00	200	3.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		22.7% of 2,600 sampled outlets Activity Index = 1,210 (includes Medium)						22.6% of 2,000 sampled outlets Activity Index = 460 (includes Medium)						9.8% of 900 sampled outlets Activity Index = 200 (includes Medium)					
USDA GRADE AA	White 12 pack				0.59	50	0.59	1.00	20	1.00							0.38	10	0.38
	White 18 pack				0.99 - 1.50	210	1.02				0.99 - 1.50	440	1.08				0.99 - 1.50	50	1.14
	Brown 12 pack																		
MEDIUM		White 12 pack			0.69 - 0.74	120	0.69	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.67 - 1.00	40	0.83												
	White 18 pack				0.77	40	0.77												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.50	220	1.50	1.50 - 2.50	490	1.56												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50	20	2.50										1.99	140	1.99

Note: See page 1 for explanatory notes.

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